

## Application Data Sheet

### Application Information

|   |                      |
|---|----------------------|
| <b>Application Type::</b>               | Regular              |
| <b>Subject Matter::</b>                 | Utility              |
| <b>Suggested classification::</b>       |                      |
| <b>Suggested Group Art Unit::</b>       |                      |
| <b>CD-ROM or CD-R?::</b>                | None                 |
| <b>Computer Readable Form (CRF)?::</b>  | No                   |
| <b>Title::</b>                          | MERCHANDISING SYSTEM |
| <b>Attorney Docket Number::</b>         | 023720-0338          |
| <b>Request for Early Publication?::</b> | No                   |
| <b>Request for Non-Publication?::</b>   | No                   |
| <b>Suggested Drawing Figure::</b>       | 1                    |
| <b>Total Drawing Sheets::</b>           | 7                    |
| <b>Small Entity?::</b>                  | No                   |
| <b>Petition included?::</b>             | No                   |
| <b>Secrecy Order in Parent Appl.?::</b> | No                   |

### Applicant Information

|                                      |               |
|--------------------------------------|---------------|
| <b>Applicant Authority Type::</b>    | Inventor      |
| <b>Primary Citizenship Country::</b> | US            |
| <b>Status::</b>                      | Full Capacity |
| <b>Given Name::</b>                  | Gary M.       |
| <b>Family Name::</b>                 | Richter       |
| <b>City of Residence::</b>           | Waukesha      |

**State or Province of Residence::** Wisconsin  
**Country of Residence::** US  
**Street of mailing address::** 2931 Sandra Lane  
**City of mailing address::** Waukesha  
**State or Province of mailing address::** WI  
**Postal or Zip Code of mailing address::** 53188

**Applicant Authority Type::** Inventor  
**Primary Citizenship Country::** US  
**Status::** Full Capacity  
**Given Name::** Terrence G.  
**Family Name::** Berglund  
**City of Residence::** Hales Corners  
**State or Province of Residence::** Wisconsin  
**Country of Residence::** US  
**Street of mailing address::** 5351 S. 104th St.  
**City of mailing address::** Hales Corners  
**State or Province of mailing address::** WI  
**Postal or Zip Code of mailing address::** 53130

**Applicant Authority Type::** Inventor  
**Primary Citizenship Country::** US  
**Status::** Full Capacity  
**Given Name::** M. Scott  
**Family Name::** Bryson

**City of Residence::** Brookfield  
**State or Province of** Wisconsin  
**Residence::**  
**Country of Residence::** US  
**Street of mailing address::** 26200 Glenmaura Pl.  
**City of mailing address::** Brookfield  
**State or Province of mailing** Wisconsin  
**address::**  
**Postal or Zip Code of mailing** 53005  
**address::**

#### **Correspondence Information**

**Name::** Scott M. Day  
**Street of mailing address::** Foley & Lardner, 777 East Wisconsin  
Avenue, Suite 3800  
**City of mailing address::** Milwaukee  
**State or Province of mailing** Wisconsin  
**address::**  
**Postal or Zip Code of mailing** 53202-5306  
**address::**  
**Phone number::** (414) 297-5872  
**Fax Number::** (414) 297-4900  
**E-Mail address::** PTOMailMilwaukee@FoleyLaw.com

#### **Representative Information**

|                                     |                              |                                  |
|-------------------------------------|------------------------------|----------------------------------|
| <b>Representative Designation::</b> | <b>Registration Number::</b> | <b>Representative<br/>Name::</b> |
|-------------------------------------|------------------------------|----------------------------------|

|         |        |                         |
|---------|--------|-------------------------|
| Primary | 46,521 | SCOTT D.<br>ANDERSON    |
| Primary | 29,512 | RUSSELL J. BARRON       |
| Primary | 39,902 | DAVID J. BATES          |
| Primary | 42,308 | STEVEN C. BECKER        |
| Primary | 51,495 | MICHAEL S. BRAYER       |
| Primary | 52,673 | MARCUS A. BURCH         |
| Primary | 35,093 | CHARLES G. CARTER       |
| Primary | 44,603 | ALISTAIR K. CHAN        |
| Primary | 26,416 | JOHN C. COOPER III      |
| Primary | 34,144 | JEFFREY N.<br>COSTAKOS  |
| Primary | 52,801 | SCOTT M. DAY            |
| Primary | 30,844 | BARRY L.<br>GROSSMAN    |
| Primary | 47,619 | JEFFREY S.<br>GUNDERSEN |
| Primary | 48,367 | JOHN M. LAZARUS         |
| Primary | 47,746 | KENNETH G. LEMKE        |
| Primary | 40,365 | KEITH D.<br>LINDENBAUM  |
| Primary | 39,282 | DAVID G. LUETTGEN       |
| Primary | 52,008 | M. SCOTT MC BRIDE       |
| Primary | 35,610 | RICHARD J. MC<br>KENNA  |
| Primary | 32,505 | JAMES G. MORROW         |
| Primary | 50,755 | SCOTT C. NIELSON        |
| Primary | 45,651 | JASON E. PAULS          |
| Primary | 38,276 | TODD A. RATHE           |
| Primary | 30,128 | MICHAEL D. RECHTIN      |
| Primary | 48,580 | MARCUS W. SPROW         |

|         |        |                           |
|---------|--------|---------------------------|
| Primary | 47,959 | M. REED STAHELI           |
| Primary | 43,193 | JEAN M. TIBBETTS          |
| Primary | 44,456 | CHRISTOPHER M.<br>TUROSKI |
| Primary | 38,646 | JOHN A. VANOPHEM          |
| Primary | 34,279 | JAMES A. WILKE            |
| Primary | 35,421 | JOSEPH N. ZIEBERT.        |
| Primary | 40,883 | WALTER E.<br>ZIMMERMAN    |

#### Domestic Priority Information

| Application::    | Continuity Type::   | Parent<br>Application:: | Parent Filing<br>Date:: |
|------------------|---------------------|-------------------------|-------------------------|
| This Application | Non-Provisional Of: | 60/409,612              | 9/10/2002               |

#### Foreign Priority Information

| Country:: | Application<br>number:: | Filing Date:: | Priority Claimed:: |
|-----------|-------------------------|---------------|--------------------|
|           |                         |               |                    |

#### Assignee Information

**Assignee name::** DCI Marketing, Inc.